



Email: john@uncagethesoul.com
Phone: 503-970-9357 Web: www.uncagethesoul.com

Date: May 5, 2015

City of Newport
Attn: Spencer Nebel

Dear Spencer,

Thank you for the opportunity to provide a proposal for video production services. Uncage the Soul Productions is excited about working with your dedicated team.

Contact Information

Note: John Waller as contract manager is authorized to negotiate and sign on behalf of Uncage the Soul Productions

Uncage the Soul Video Productions
John Waller
712 SE Hawthorne Blvd, Suite 203
Portland, OR 97214

Phone: 503-970-9357
Web: www.uncagethesoul.com
Email: john@uncagethesoul.com

Additional Producer Contact:

Ben Canales

e: ben@uncagethesoul.com

c: 609-254-5833

EIN: 45-4569203
Portland Business License: 692871

Sincerely,

A handwritten signature in black ink, appearing to read "John Waller". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Waller
Uncage the Soul Productions

Proposal 15-02 Newport

Handwritten initials "JW" in black ink, slanted upwards to the right.

PROPOSAL FOR EXCLUSIVE VIDEOS: "NEWPORT, OR" - Video/TV Spots

Due to our unparalleled portfolio for documenting and celebrating brand stories and producing unexpected and visually stunning media content to support those stories, **Uncage the Soul** is an exceptional partner for your project. We are also sincerely thankful for this opportunity to submit a proposal for producing video content for Discover Newport.

PROJECT OUTLINE

To create a high-end, exciting, and exclusive product to place Newport on the map through means of a social media viral 'explosion' by using innovative techniques to showcase and celebrate Newport.

EXPOSURE

We will produce a high quality and attractive product aimed to roll out into - TV broadcast; Website; Vimeo; Youtube; Facebook; Instagram; Twitter. The exclusive launch attracting additional media exposure: e.g. The Oregonian's web. The teaser will be created as the initial product to promote and drive traffic to the main Newport video launch with the intention to create a platform that invites sustainability reaching audiences on a large scale. The potential is to attract thousands—millions of viewers. Uncage the Soul has established a successful and proven launching platform.

EXAMPLE - Uncage the Soul's previous successful teaser into main launch:

Teaser "Breaking Waves"

<https://vimeo.com/92566561>

199k views

Full "Oregon Coast"

<https://vimeo.com/117670644>

150k views

Facebook 1.2 million views

<https://www.facebook.com/video.php?v=10152604492936272&set=vb.188911806271&type=3&theater>

FORMAT

A birds-eye view of Newport. First-time-ever aerial drone footage; 360 degree view of the Newport bridge. Shooting in and around the fireworks on July 4th.

DRONE EXAMPLES & LINKS

Uncage the Soul's "Beacon Rock": <https://vimeo.com/123962835> Pw: beacon

Youtube misc drone fireworks: <https://www.youtube.com/watch?v=a9KZ3jgbbmI>

VIDEO SEGMENTS - Teaser and Full Video

Setting up multiple sequences of exploration in Newport; featuring a family experiencing highlighted areas and attractions of Newport as they check through their 'mobile-to-do'.

1) The Teaser - x60 plus second spot

- Slated for filming July 4th

- Global launch via social media July 5th

DAY: Our experienced and talented team will set up to fly a drone around the Newport bridge for the expansive, beautiful day shots in the opening of the video. Curating a build up of anticipation into Newport's evening event. Never before captured behind-the-scenes of a drone crew and their preparations for the big fireworks shoot while capturing the beauty in and around the Newport Harbor.

SW

SUNSET - NIGHT: Our talent [family for the Newport video] arriving at the viewing spot for the fireworks celebration.

NIGHT: The crew launch the drones into the night-sky and get ready to film the fireworks show. *The teaser video will not include the full fireworks show. It will be cut together in a way that will bring the audience to the edge of their seats in anticipation of the bigger show to come. Inserting crowd reactions and fireworks sounds // cut to: fireworks are finished and our crew lower a drone to check the footage. The audience will get a sneak peak as our crew crouches down to playback the footage. *The audience will hear our crews reaction and get a quick glimpse at the view finder . Cut to a black screen: [option to read] #NewportOregon : go to www.discovernewport.com to watch for the July 13th launch of "video"

- This teaser video will launch the next day [July 5th] throughout the web and social media.
- Full Newport video launch set for week of July 13th.

2) Newport - x2 minute spot

- Slated for filming beginning of June [Dates: TBD]
- Global launch week of July 13th

DAY: Opening on 360 degree footage of bridge [same as teaser]. Our family exploring Newport with their 'mobile-to-do'. Graphics Option: transparent graphic of their mobile screen including the selected location'. Shots of Newport and it's beautiful landscape; surfing, lighthouse, beach bonfire, aquarium, crabbing, dinning, etc.

NIGHT: Family planning to go to the fireworks. Ending video with [insert] the drone fireworks footage the audience has been waiting for!

PRODUCTION CONSIDERATIONS

Shooting with technical navigation and gear in the air requires additional forethought beyond regular ground productions. Uncage the Soul only works with the industries' most experienced and talented crew.

DRONE CREW

Aerial Technology International [ATI] was founded by and has grown with its current team for over 5 years; consisting of fully certified drone technicians in addition to previously serving as a an American Marine Sergeant and helicopter pilot. ATI is one of the leading companies who is pioneering the drone industry world wide. ATI website: <http://www.aerialtechnology.com>

DRONE FOOTAGE PLAN B: WEATHER ALTERNATIVE OPTION

Possibility of rain and winds canceling out opportunity for drone flying on July 4th. UTS proposes the following segment:

LOCATIONS

A variety of unique and innovative high quality segments including but not limited to:

Oregon Coast Aquarium

- 1) Underwater camera diver; fish and water perspective of pedestrian tunnel.
- 2) Intimate and slow-motion shots with the octopus and our family.

Harbor - Shore

- 1) Underwater time-lapse with the crabs.

JW

Our crew will build and set up a controlled environment capturing, in a time-lapse, the crabs in their environment. A behind-the-scenes format will be incorporated for this video. The diver preparing with the camera and our crew setting up the crab time-lapse. This will unfold into the suspense of what we capture and will be revealed in the main video. Uncage the Soul will be prepared ahead of the shoot for plan B and have it ready to go if the weather decides so. Diver will need to be on standby along with access to the octopus. Though this alternative will not have the explosive impact the drone footage and fireworks would offer, it is a great opportunity to still create an amazing and exclusive teaser.

DISCOVER NEWPORT STATEMENT OF WORK

Under this Contract, Uncage the Soul Productions (UTS) agrees to provide Discover Newport (DN) with services for production and post production. Specific tasks, activities, and deliverables include:

- Pre production creative development and coordinating logistics, crew, talent, location, and equipment
- Production of visual storyboards to accompany script
- 4 days of production. Includes all crew, video, lighting, rigging, aerial, underwater and sound equipment required to achieve the agreed upon creative direction dictated by the storyboard. Locations and permissions scouted and coordinated by UTS.
- Aerial footage of bridge and fireworks + additional Newport content.
- Includes up to 4 locations in and around Newport as dictated by the storyboard
- Post-production. UTS will provide post-production editing, color correction, sound design, and graphic animation elements for video deliverables. UTS will procure and secure all associated licenses and permits to produce the video including, but not limited to, music, insurance, and content generated by UTS affiliates, etc.
- Animated motion graphics featuring “mobile to-do” elements integrated into the video
- Custom soundtrack to emotionally enhance the visuals. In the spirit of the July 4th celebration; music will have a mix of traditional tones ‘all American family’ feel.
- 25 high resolution photography stills for website use and editorial and creative rights of use for print and print advertising in perpetuity
- **Deliverables include:**
 1. One 60 second teaser video
 2. One 2 min (approx) anthem video
 3. Three 30 second TV spot takedowns
 4. Five Instagram video takedowns
 5. Three 15 second (Instagram) TV spot takedowns
 6. 25 high resolution photography stills shot in conjunction with production

Total Estimate of Cost: **\$85,000**

Total Estimate of Cost for Weather Alternative Option without Drone: **\$81,000**



PROPOSED PRODUCTION SCHEDULE

May - June	Pre Production and Storyboarding
June 8-12	Production Window
June 26	Rough Cut Delivery excluding 4th of July footage
July 3 - 5	Production Window
July 5	Teaser Video Launch
July 9	Discover Newport Fine Cut Delivered
July 10	Discover Newport Feedback Returned
July 13	Full Video Launch
July 30	All Remaining Video and Photography Deliverables Provided

Notes on Cost Estimates

1. Does not include overnight stays for Discover Newport employees or talent
2. UTS requests comp accommodations during production and scouting days in Newport for all production crew
3. 4 total production days with Newport approximate locations.
4. City of Newport will provide talent

Payment Schedule:

A \$5000 non-refundable deposit to secure the production schedule will be paid no later than May 18.

\$32,500 deposit of the production total required by July 1 to secure production schedule. Remaining balance of \$47,500 will be invoiced upon completion of production.

\$10,000 paid to the News-Times no later than July 30 from Uncage the Soul.

News-Times will serve as the project and brand manger. They will assist in the integration of all deliverables with brand consistency and oversee the planning, and implementation of the project as a whole.

Changes to Agreement

Any changes to this agreement, including any changes which result in an increase or decrease in compensation, shall be agreed upon in writing by the parties prior to the performances of the changes.

Audio / Video Assets:

Discover Newport will have all non-exclusive rights and ownership to the final video and photography deliverables in perpetuity. Uncage the Soul Productions will maintain all rights and ownership of raw media assets created by Uncage the Soul including audio, video, photography, and graphic animation, and may use these assets for promotional, stock, or marketing purposes without distribution or duplication restrictions in perpetuity.

Uncage the Soul Productions will retain all exclusive rights and ownership to existing content licensed for this project and will not allow access to the raw media assets by the DN or any participating stakeholders in any other way than how it appears in the final video product.

The City of Newport may contract with Uncage the Soul Productions in the future to post-produce additional video deliverables using media generated during production associated with this contract.

Proposal 15-02 Newport

Terms of Agreement

Our Obligation: Uncage the Soul Productions agrees to the following:

- a. To use our best efforts, as your production company, to represent and protect your interests, as our Principal and Client; and
- b. To obtain approval for all additional expenses incurred by Uncage the Soul Productions on behalf of the video production assignment;
- c. To use our best efforts to obtain for you the most advantageous rates and prices for all space, time, services, and materials we purchase on your behalf;
- d. To cooperate with you in every way to make your video production successful.

The Client Obligation: The Client (City of Newport) agrees to the following:

- a. To provide us in a timely fashion with all the information that we need to do our work; and
- b. To pay the invoices for our services rendered according to the terms and conditions contained in the agreement; and
- c. To cooperate with us in every reasonable way to expedite our work.

Signed

Date:

5/20/2015

Signed

Date:

05/19/15

John Waller

Uncage the Soul Productions

Spencer Nebel

Newport City Manager

APPROVED AS TO FORM

